THE DARK SIDE OF THE MARKETPLACE, By Senator W.G. Magnuson and Jean Carper, Prentice-Hall 1968.

male heroic virtues of the 'Old West.' Worry over health has been banished from these Shangri-las."

Equally disturbing in television commercials is the connection between outdoor athletic activities and smoking in which youthful, fit, personable models are placed against an appealing outdoor backdrop. Sailboating (Tareyton, Pall Mall, Parliament and Viceroy filters); fishing (Viceroy filters and Camel menthols); golf and outdoor cooking (Viceroy filters); bowling and "sand-bathing" (Winston filters). As the FTC report states, "This activity suggests that the smoking depicted in the foreground, if not conducive to rousingly good health, is certainly not incompatible with it." Television viewers agree. In a recent USPHS survey, 58 percent of the public felt that current cigarette advertising leaves the impression that smoking is a healthy thing to do.

Most insidious of all the advertising techniques is exploitation of the public's belief that filters remove some of the hazardous substances in cigarette smoke, decreasing the risk. In some instances this is true, and I am convinced that effective filters are one of the most promising solutions to our problem. Some responsible cigarette manufacturers have worked to create and promote less hazardous cigarettes with filters that do trap a significant amount of the tar-nicotine particles. But other companies have taken unconscionable advantage of the public's widespread belief that "filter" means "less hazard." They have produced cigarettes with filters which are, in fact, more dangerous than other brands without filters and even more dangerous than the *same brand without the filter.* Then the manufacturers have through advertising subtly led the unknowing viewer, who may be searching for a safer cigarette, to switch in the belief that the filtered brand presents a diminished health threat but possesses the same satisfying taste.

For example, Lucky Strike advertises that its filtered cigarettes have "a filter that's rolled tobacco and charcoal inside" to give you a new "soft taste." This claim in the past has been accompanied by pictorial dissections of filters, conveying the

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